

receiving a request from an online customer for information from the electronic catalog associated with a subset of the products represented therein;

identifying a related order previously placed by the customer, said related order being related to the subset of products; and

responding to the request by sending to the online customer information from the electronic catalog associated with the subset of products together with information about the related order;

whereby customers are presented with context-sensitive information about their previous orders during browsing of the electronic catalog.

32. (Amended) A computer-implemented method of providing account-specific information to users of an online store, the method comprising:

providing online access to an electronic catalog of products in which users may navigate to product detail pages to obtain detailed information about, and initiate placement of orders for, specific products;

maintaining user-specific order histories representing orders placed by users for products in the electronic catalog;

receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and

in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product.

Please add the following new claims:

38. (New) A server system that customizes an electronic catalog of products for individual customers according to the method of Claim 1.

39. (New) A computer program which embodies the method of Claim 1, said computer program represented within a computer readable medium.

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40. (New) A server system that provides information about prior orders to customers of an online store according to the method of Claim 13.

41. (New) A computer program which embodies the method of Claim 13, said computer program represented within a computer readable medium.

42. (New) A server system that provides account-specific information to users of an online store according to the method of Claim 32.

28 43. (New) A supplemented product detail page generated according to the method of Claim 32 and represented within a computer.

44. (New) A computer program which embodies the method of Claim 32, said computer program represented within a computer readable medium.

REMARKS

The foregoing Amendment is responsive to the Office Action mailed on October 8, 2002, and the telephone interview conducted on December 10, 2002. Applicants' representative would like to thank Examiners Thein and Smith for the courtesy they extended during the telephone interview.

I. Summary of the amendments

By the foregoing amendment, the specification has been amended to correct the errors noted by the Examiner at page 2 of the Office Action, and to eliminate a redundant sentence in the Summary of the Invention section. In addition, Claim 32 has been amended along the lines suggested by Examiner Smith during the telephone interview to avoid a possible section 112 objection, and Claims 1, 3 and 13 have been amended to correct minor errors. Further, seven new dependent claims have been added to the application.

The amendments to the specification and to the original claims are shown in redline form on the attached pages.